

The **CREDIT UNION BRIDGE**

THE WAY TO ECONOMIC BETTERMENT



Mr. and Mrs. John V. Nation of Spicer Federal Credit Union, Toledo, Ohio examine CUNA-POST during the CUNA annual meeting in May.

UNIVERSITY MICROFILMS
313 N. FIRST ST.
ANN ARBOR, MICHIGAN
EXCHANGE

Official Publication

July, 1954

Credit Union National Association

On Your Mark For Credit Union Week!

THURSDAY, OCTOBER 21

is

International Credit Union Day

YOU HAVE A DATE, come October—the 21st, to be exact. That's when International Credit Union Day arrives this year. And the time to start percolating plans for an all-out, week-long celebration is NOW!

Unpack those ideas you didn't have time to put in practice last year . . . that suggestion for a quar-

approval on Credit Union Day; hints on planning your Credit Union Day Dinner; newspaper ads, a sample poster; radio scripts; news releases and scores of helpful hints to insure a gala celebration.

The kits were mailed by the CUNA Public Relations Department in June . . . in plenty of time to help you get started on your Credit Union Week campaign.

One key to the importance of this holiday is the fact that it's celebrated by more and more countries throughout the world every year. Last year, for instance, there were Credit Union Week celebrations in Israel, Chile, Indonesia, and Germany, as well as in those countries directly affiliated with CUNA. British Honduras had what probably was one of the liveliest celebrations, to judge from photographs and reports.

Moreover, Credit Union Week is not only a time of thanksgiving for the credit union privilege, and a time for joining hands with our credit union friends overseas. It's also a fine opportunity to share the credit union idea with others . . . and by doing so, to gain a lot of goodwill for ourselves. Credit Union Week celebrations keep our communities credit union-conscious. And that always works in our favor.

So start mapping out your campaign. Plan to make this the biggest, best Credit Union Week celebration your chapter ever sponsored. It will be if you start NOW!

WHY WE CELEBRATE CREDIT UNION DAY:

1. As a day of thanksgiving for the credit union privilege.
2. To share the credit union idea with more people through good local and national publicity.
3. To make the benefits of credit unions known to people of influence—government officials, churchmen, employers, labor leaders, educators, and others prominent in your community.
4. To pep up your credit union by encouraging good fellowship among your members, and increasing their understanding of the credit union.
5. To build your chapter and help you get more credit unions to take a more active part in chapter activities.
6. To strengthen your league—to give members a deeper appreciation of league benefits, and to encourage non-members to join the league.

ter hour TV show, for example . . . or a city-wide contest for Miss Credit Union. With the summer before you, you can polish your plans till they're bright as you want them.

And to help you do just that, CUNA is again sending CREDIT UNION DAY KITS to all chapters. In them, you'll find suggestions for organizing your complete publicity campaign; pointers on getting good newspaper and radio coverage during Credit Union Week; sample proclamations to help the mayor or governor put the stamp of official

to circumvent the State law, which limits the legal rate of interest on small loans, Mr. Taft announced he had launched the probe, with the co-operation of County Attorney Walter B. Phelan, after receiving several complaints alleging abuse of both credit life and credit accident and health insurance.

Mr. Taft said he already had refused to renew the insurance agent's license of one small loan operator, and declared the investigation is "only beginning."

"We are investigating this situation from all angles," Mr. Taft said, adding that "I am going to act to the full extent of my authority to correct any bad practices uncovered. If the investigation shows any illegal acts, they will be referred to the county attorney's office for prosecution."

Stressing the fact the investigation is not concerned with the "perfectly proper transactions," Mr. Taft pointed out that of more than 100 licensed life insurance companies in Wyoming, he knew of only three who have permitted their agents to follow the practices to which he is objecting.

—The American Banker

The Credit Union Bridge

Volume 19 July, 1954 Number 5

Official Publication

Credit Union National Association

Madison 1, Wisconsin

SUBSCRIPTION—\$2.00 A YEAR

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The Credit Union Bridge is published monthly by the Credit Union National Association at 1028 E. Washington Avenue, Madison 5, Wisconsin.

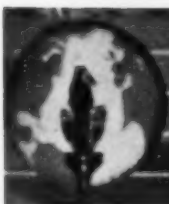
ADDRESS THE EDITORIAL OR BUSINESS OFFICE AT
P. O. BOX 481, MADISON 1, WISCONSIN.

Entered as second-class matter January 26, 1951 at the post office at Madison, Wisconsin under the act of March 3, 1879. Copyright 1954 by the Credit Union National Association. Subscription rates are single copies 25c and yearly subscriptions at \$2.00.

Member Editors Association of Wisconsin, and
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The Credit Union Bridge



TO SERVE FOR ONLY CAUSE TO KNOW THAT CAUSE BE JUST.

CUNA National Board

Votes Overseas Program, Reelects Officers

THE EXTENSION OF CREDIT UNIONS to undeveloped countries and around the world, and the promotion of world brotherhood and peace thru the CUNA Overseas Program was voted after deliberation of 162 registered National Directors from 43 states, 9 provinces, District of Columbia, Hawaii, Republic of Dominica, Puerto Rico, and Jamaica. The Executive Committee was instructed "To arrange for the necessary financing of the CUNA Overseas Program up to \$50,000 . . ."

The spirit of Filene is still on the March. Filene believed in using his present capacities to invest in a better future. "Filene gave \$1,087,000 to develop the credit union movement," said Mr. Bergengren. Out of the fruits of this investment have come definite steps to carry one of the greatest mediums for developing brotherhood, and opportunity to the rest of the world.

Hans Thunell, CARE representa-

tive, who spoke about the CUNA-CARE program, said: "You have an ideal that should be spread throughout the world . . . We must give people an opportunity to help themselves to increase their own standard of living; to maintain their own pride and accomplishments . . . We have to establish democracy in other places if we are to continue to enjoy it ourselves."

Roy Bergengren, CUNA Managing Director Emeritus, after telling of Filene's travels with President Wilson and President Taft for the League of Nations program and his pleasure when Canada and the United States joined together thru credit unions, remarked, "When Mr. Filene was sailing on the trip from which he never returned, because he died in Paris, the last thing he said to me was this: 'You know I have spent liberally of all the money I received', and he had spent plenty on all sorts of causes and there were many causes, 'and I say to you that there is only one thing in my life with which I am satisfied and that is the credit union movement' ". Then Mr. Bergengren continued, "I

say to you that I believe from the bottom of my heart that we, if we take this step, are taking the next long step forward which will make this meeting one of the most memorable meetings in the history of the credit union movement."

Commenting on this proposal, Mr. Doig commented. "The extension of the credit union to a world program idea is making the era in which Raiffeisen demonstrated what credit union could do to help people a more important event of history; it increases the recognized importance of the first credit union formed by Desjardins, the establishment of the Credit Union National Extension Bureau, the founding of CUNA. Now we have been given the chance to use our additional experience and assets to foster brotherhood, peace, and opportunity around the world thru credit unions. It is our chance to lift mankind to a more useful and hopeful level."

National Board Election

Only two new district vice-presidents were elected. H. B. Yates



Information and Registration

(Texas) was re-elected president; W. O. Knight, Jr. (South Dakota) secretary; and C. Frank Pratt (California) treasurer. The two new members elected as district vice-presidents and members of the Executive Committee were Boris Blumenthal (Maine) for North-eastern District, and Glenn Coutts (Michigan) for the Central District. Re-elected to the Executive Committee were: Harry Daley (New Brunswick), Canadian District; Joseph Flannery (New Jersey), Eastern District; Henry Claywell (Florida), Southern District; Harold Wingstad (Nebraska), Midwest District; and W. G. Lonergan (Washington), Western District.

National Directors Stunned

The problem of setting the 1955-56 dues was moved and passed in 30 seconds following the treasurer's motion that the 1954-55 plan be continued for another year. The newcomers that had heard of the great debates on dues found that their trip to such a debating debacle was for naught. The old-timers had expressions of surprise when they realized that "question" had been called and the motion passed without a single spokesman taking the floor. Some were dazed, many laughed, all seemed surprised.

By-Law Amendments

League boundaries were provided to prevent leagues from accepting



Visiting in hotel lobby

credit unions into membership in cases where the main office or principle place of business is in the geographical confines of another state or province.

The Executive Committee was limited in authority to obligate the national association in excess of \$25,000 as to any particular project in the absence of the approval of the Board of Directors.

Auto Insurance Committee

The Auto Insurance Committee recommendation was approved to reconsider the action to establish a \$3 fee per policy a year ago, and to approve a maximum acquisition cost of 12½%.

Bond Committee

The Bond Committee reported that Employers Mutuals had agreed to provide 100% bond coverage of true assets up to one million dollars of the present No. 576 coverage. (See rates on page 12). The proposal of the Bond Committee was received with many compliments.

Deposit Insurance

Deposit Insurance was opposed by an over-whelming vote. Out of a number of resolutions on the subject, the one from the Southern District was adopted providing "that the National Board support actions of its president and Executive Committee in opposition to enactment of legislation proposing a form of deposit insurance for credit union by the federal government."

The deposit insurance committee gave a comprehensive report covering interviews with bank commissioners, saving and loan commissioners, commercial bankers, savings bankers, industrial bankers, present and past officials of deposit insurance corporations. One member employed by the FDIC opposed deposit insurance because in his judgment they would not be permitted to carry out the basic objectives for which the credit union was organized. It was practically the unanimous opinion of those interviewed that deposit insurance would disrupt the credit union movement.

Conversion of Charters

It was voted to seek an amendment to the Federal Credit Union Act to provide for conversion from Federal to state charter and vice versa.

King's X Films

The purchase of up to 100 copies of the King's X film were authorized for use and distribution to the best interests of the movement.

The National Board asked subscribing organizations to defer claims for additional copies on the basis of one for each \$300.

UNESCO Supported

The National Board went on record to support the purpose for which the United Nations Education, Scientific and Cultural Organization (UNESCO) has been established; and that CUNA inform its members of, and encourage them to participate in the activities of UNESCO.

The Credit Union Bridge



Intent on listening

THE CREDIT UNION BRIDGE NEWSLETTER

TRENDS IN BRIEF: The past month brings slight up-trend in employment, steel production (up about 3% to 73% of capacity, a year ago was 98%), and heavy construction. Industrial production held about even. Farm income dropped about 5% during April; automobile inventories up 3%; debt collections improved. Military procurement orders increased to \$2 billion monthly. Business inventories reduced in April but still higher than one year ago. Cut-backs in auto production expected.

CUNA'S 100% Coverage Blanket Bond has been approved in the following states (territories) and provinces: Alaska, Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Massachusetts, Minnesota, Mississippi, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Vermont, Washington, West Virginia, Wisconsin, Wyoming. Canada: Manitoba, New Brunswick, Ontario, Quebec. See complete rate schedule on page 12.

Status of Federal Legislation: The Banking and Currency Committee of the House of Representatives held hearings on S.1665 (a bill to authorize membership meetings of federal credit unions to declare an interest refund) and HR.9236 (a bill to empower the Director of the Bureau of Federal Credit Unions to set minimum bond requirements for federal credit unions). Both bills were unanimously approved following hearings on June 3 and June 8, and placed on the Consent Calendar of the House for June 15.

If these bills pass the House of Representatives, S.1665 will go to the President, and HR.9236 will go to the Senate for consideration. The House Banking and Currency Committee amended HR.9236 as presented by striking out the phrase "in some responsible corporate surety company" and substituting "in a surety company holding a certificate of authority from the Secretary of the Treasury under the Act of Congress approved July 30, 1947 6 USC Sec. 6-13) as an acceptable surety on Federal bonds." With present pressure starting to build up to clear the decks for adjournment in July, it does not appear that other credit union legislation is likely during this session.

Reporting on Consumer Credit, the Federal Reserve Board noted that commercial banks dropped 82 million during March 1954; sales finance companies dropped 82 million; credit unions increased 19 million; other financial institutions decreased 9 million; and retail outlets decreased 97 million.

Consumer Credit: Time credit up 9 million compared with a rise of 376 million last year. Total consumer credit up 179 million, but most of rise was on charge accounts. Personal loans up 43 million in April, while installment buying declined for fourth straight month.

Who Finances the Automobiles? Sixty-two per cent by sales credit companies during 1953 according to the American Finance Conference.

Canadians Increase Consumers Credit Total: Ottawa (CUC)—Canadians who buy on the instalment system, came out of 1953 owing \$696,663,000 more than they had one year earlier, according to the Dominion Bureau of Statistics. The record year for sales finance and acceptance companies saw them handle more than \$942,746,000 worth of retail instalment sales finance.

Top financed items were again used passenger cars which accounted for \$321,-225,000, up 14% from \$281,599,000 in 1952. New passenger car financing advanced 29% to \$252,336,000 (compared with \$195,185,000) while electrical and gas household appliances were financed by \$63,864,000 (\$49,803,000); radio and television sets, \$37,784,000 (\$21,306,000); and furniture, \$14,003,000 (\$9,455,000).

CUNA Supply's Poster-A-Month subscriptions have increased 20.9% since December, 1953.

Work Shops: The Vancouver Chapter of the B.C. Credit Union League sponsored a workshop for credit union officers recently, in cooperation with the University. Fifty people were expected, but 200 came, by car, bus, boat, and train, from as far away as 300 miles. The Illinois league sponsored an all day and evening educational institute, May 22, at the Illinois Institute of Technology. Michigan held another one of its two-day workshops June 5-6, at the Michigan Educational Association Camp at St. Mary's Lake, near Battle Creek.

Foreign Operations Administration last month conferred with representatives of the Credit Union National Association and agreed to arrange credit union training as part of the orientation program for trainees who go overseas to give technical assistance.

FOA will also work out a program for specific training of individuals to develop credit unions overseas. The credit union training will be done with the cooperation of the State Leagues and the National Association.

Top Lobbyist Gives Secret for Lobbying: Purcell Smith, head of the nation's private power lobby says that the association strives continuously to "instigate our individual power companies to work on their congressional delegation and the people at home. This is basic with us. We could not accomplish anything without it." Remember to invite your legislative representatives to your CREDIT UNION DAY dinner.

The Canadian Bank of Commerce proposed that banks be permitted to accept chattel mortgages and ceiling on the rates for small loans. The Commons Banking Committee of Parliament was told that banks could now charge 6% per year, and through a discounting process the rate would be 10.43, while small loan companies charge 23.42 annually on the money they lend. While suggesting that the bank ceiling be less than for the small loan companies, Mr. N. J. McKinnon, the bank's general manager pointed out that the present rate was insufficient "to per it the necessary publicity and development in rendering service of greatest breadth." At the present time Canadian banks may accept signatures as security but not chattel mortgages.

Usury in Samoa. Father Ganey, who has organized a dozen credit unions on Fiji since last December reports that there is a real need for credit unions in West Samoa which he visited recently. In one village he found out from the people that many of them were in debt to a local merchant at an interest rate of 3,000%. The merchant's contract allowed him to collect all their copra and cocoa (cash crops) for the next sixth months or so. West Samoa had requested credit union help through the United Nations.

The Governor of Fiji, with whom Father Ganey worked in British Honduras, has obtained permission from Father Ganey's superiors for him to remain in the South Pacific doing credit union organizing work until December. Father Ganey has also been invited to Australia to tell the credit union story.

Major Finance Companies make another reduction in rate paid for short-term unsecured notes. Rates range from 1½% for 30-89 day papers to 1½% on papers up to 9 months. This is the 7th cut this year.

Mexico Has 21 Credit Unions, according to reports from two priests who visited CUNA in 1951 to study credit unions. They want more information on how start a league, as they held their first national convention of credit unions this year.

New South Wales Film Council, Sydney, Australia which furnishes free showings of films for educational purposes, read about "King's X" in THE CREDIT UNION BRIDGE, and wants to distribute the film in Australia.

Lorne Greene, who has been broadcasting for credit unions in Canada for two and a half years and in the United States for six months, starts work on a movie in Hollywood this month.

President Yates:

Credit Union Movement Foundation Stone of Democracy In A Troubled World

WE ARE CELEBRATING today the Twentieth Anniversary of the founding of the Credit Union National Association. When we organized in 1934 there were approximately 2400 credit unions in North America. Today we have over 18,000. This is truly remarkable progress.

Our organizational work for the past year has exceeded our fondest expectations with 2098 credit unions organized. It was only in 1950 that we boasted of the organization of 1034 credit unions. The CUNA Mutual advertising program, along with the widespread acceptance of the volunteer organizers contests is largely responsible for this rapid spread of the movement. If this organizational work is allowed to continue without being slowed down by Federal Deposit Insurance or any other means, we will eventually include as credit union members, the great majority of the untold millions of people in North America that do not have credit.

I have attended five league meetings during the past year as well as several chapter and credit union annual meetings. Everywhere I have found the same enthusiastic, eager, spirit with many new people coming into the work as a result of our rapid organization and growth. In none of these meetings have I found any sentiment favoring deposit insurance, although it has been our most troublesome problem during the past year. If a Federal Deposit Insurance law is ever passed for Federal credit unions, we have no reason not to expect it to have the same effect as the Federal Deposit Insurance law has had for the banks; that is, to actually reduce the number in operation and practically put an end to the chartering of new organizations. It is to the best interest of the credit union movement to be free to organize under the Federal law because

in some states we are handicapped by poor state laws or unfriendly state supervisory authorities. To saddle the credit unions of the United States with another supervisory agency because we have a small number of embezzlements a year, in my opinion, is not sound business judgment. To curtail our vast organization work with the belief that we will prevent losses in a few poorly managed credit unions a year, is selling our birth-right for a mess of pottage.

Canada and the United States have fought together in two world wars to protect the democratic free world. We have spent hundreds of thousands of lives and billions of dollars to keep the democracies in control of the world. We are spending billions annually today to protect the democratic free



**"In Memory Of Our
Departed Friends"**

This memorial tablet of Italian marble was donated by Melvin Wideman of Baltimore, vice-president of CUNA Supply and presented at the annual meeting. It reads: "In Grateful Memory of our Departed Friends in the Credit Union Movement who devoted so much of their Time, their Strength, their Thought to the Welfare of their Fellow Man."

The tablet was unveiled by Mrs. Robert E. Cotterman, widow of "Gene" Cotterman, an employee of CUNA Mutual, who died of polio in 1952. It will be permanently placed in the meeting room of Filene House.



H. B. Yates

world in developing the poorer nations to prevent their turning to Communism. Usury in its worst forms is found in all of these undeveloped countries. The Credit Union National Association is the only organization in the world that has the technicians to fight usury successfully. Whether we realize it or not, Filene House is considered the world headquarters of the credit union movement. Inquiries and delegations are continually coming to Madison from all over the world. Usury is one of the greatest abuses in these undeveloped countries and the simple credit union idea is the most potent and effective weapon to improve the economic plight of these unfortunate peoples in their struggle for existence. Unless the spread of Communism is stopped by the Cold War a final showdown is inevitable.

Before the disappearance of free land, political and economic democracy were both taken for granted. All the poor man had to do was to go to the frontier, stake out a claim and go to work. Everybody owned property on the frontier and everybody voted on the frontier. The frontier was a most powerful force for democracy. After the disappearance of the frontier and the rapid growth of the industrial system man was more dependent upon man for work and there was a turning away from democracy. Many forces and influ-



Delegates and guests compare notes, and exchange views and opinions.

ences came into existence or began to work for democracy such as the labor organizations, the co-operatives, the public school, the progressive income tax and others. One of the greatest dangers to democracy is the unequal distribution of wealth. The great chasm between the rich and the poor among individuals as well as nations causes distrust, dissatisfaction and trouble. The credit union movement helps to permanently solve this problem of unequal distribution by enabling man to help himself and permanently improve his condition. When man is able to help himself, character is strengthened and improvement is permanent. When man is aided only by gifts and subsidies, character is weakened, self-respect is lost and no problem is solved, since relief is only temporary aid and giving must be continued. The credit union movement is a foundation stone of democracy today.

Democracy is the safeguard and protector of the credit union. The credit union is a simple organization—a group of people tied together by a common bond of employment, residence, or organization, people that are frequently all acquainted with each other, and

allowed to manage their own business, is a stronger safeguard against dishonesty than any supervisory agency, bond, insurance, or any other safeguard devised by man. The size of the credit union does not prevent its remaining democratic because through active boards and committees and by informative literature, good public relations, and large annual meetings the members can continually be educated and kept informed. We must police ourselves; we must have strong active boards and committees, more membership participation and large annual meetings. We are having some annual membership meetings today of large credit unions with over one thousand members in attendance. The credit unions must have more aid from the leagues and the National Association in correcting our abuses. It is a law of nature that power flows to the body capable of exercising the power. If the credit union, the leagues, and the National Association cannot do the work, the government will. As the government is forced to assume more and more power to protect the credit union member, we shall necessarily have more and more regulation and as a result less and

less democracy. If the credit union movement continues to be democratic, the credit union must remain sovereign, and not the league, the National Association, or the supervisory agency. These agencies only work for the credit union to enable it to do a better job. If the credit union is to remain democratic, greater participation must come from the members and the business must not fall into the hands of one person or a small group of persons. Democracy is not a natural condition. It is something that we must continually strive, work and fight for. It is the free way of life. It is security. It is happiness.

8 Million U.S. Families In Debt Through Sickness

New York—(CUC)—Health care costs put eight million United States families, or 16 percent of the national total, in debt every year. The average family debt is 137.

These figures were revealed in a study published recently by the Health Information Foundation. Illness, the study noted, was costing U. S. families some \$10.2 billion a year.

Other facts brought out in the University of Chicago study showed that as of July, 1953, the 8 million families were \$1.1 billion in debt for illness costs. Of this \$900 million was for direct costs for treatment, the rest was owed to loan firms and individuals for money borrowed to pay for illness. Of the 8 million, about 1 million owed \$195 or more.

The survey showed more than 87 million persons have some hospital insurance, and 74 million have some surgical and other medical coverage, but only 4% of those having surgical or medical insurance are covered by "substantially complete physicians' services."

Of families with income under \$3,000 a year, 59% have no coverage of any kind; in the \$3,000-\$5,000 bracket, this drops to 29%, and for \$5,000 and above it is 20%.

While the average charge for all personal health services was about \$205 per family, 3.5 million families had charges of more than \$495; half the families had charges of 4% of their income; about 1 million families had charges equal to or exceeding half their income. Of these, 500,000 families had charges of 100% or more of their income.

A Year of Progress for the Credit Union Movement

(From the report of the acting managing director, Charles F. Eikel, Jr.)

CUNA'S EFFORT to encourage volunteer organizer activity has been a definite phase of the overall program. It has been aimed at both individuals and leagues. We have encouraged and counseled with many leagues in their own volunteer organizer program. Several of them have conducted their own program long enough that they are now realizing substantial value in the form of new credit unions organized wholly or in part by volunteers. It is very revealing to note almost every league which has a high number of new credit unions compared with other similar leagues, is one in which a volunteer organizer program has been developed. CUNA's effort aimed at individuals has dealt primarily with the members of the Board of Directors and with the volunteer contest.

The 1950 National Board meeting inaugurated the plan of active participation by board members in organization activity. The increase in this activity is shown by the 258 credit unions organized by 63 directors and alternates since the Atlantic City meeting.

The picture in the Volunteer Organizers Contest is quite similar. In 1945, not a single person bothered to send in his name as a contestant. The 1953 Contest closed at the end of February 1954 with a record of 187 credit unions organized by 54 of the 61 contestants entered.

CUNA Insurance Research Division

The CUNA Insurance Research Division extended its bonding service to over 2,000 credit unions during the past year. The comparatively new Form 576 Blanket Bond coverage is being purchased by practically all new credit unions taking advantage of CUNA's bonding program. The number of credit unions changing from other types of bonding protection to the 576 Blanket Bond coverage is increasing daily. The new 576 Blanket Bond protection was made available to credit unions in June of

1953. The 576 coverage has been approved in 46 states, and recently the licensing of our carrier in the territory of Puerto Rico made CUNA's bonding services available to all U.S. chartered credit unions.

As of March 1, 1954 a total of 10,341 credit unions were bonded by the program. Of this total 9,164 are United States credit unions. The following is a breakdown of the types of coverages carried by these credit unions:

Form 576 Blanket Bonds	2,371
Combination Form 23	
and Underlying	1,644
Form 23 Blanket Bond	1,463
Position Bonds	3,686

It is significant to note many credit unions with position type coverage are changing to blanket bonds. However, a great number of credit unions have not yet reviewed their bond program, with a desire of purchasing an adequate bond program.

The total bond premium written during last year is \$655,219.45. This amount in addition to a \$38,681.30



Charles F. Eikel, Jr.

dividend returned to policyholders represents the largest premium volume for any one year in the history of the program. The premium statistics since the inception of the underwriting agreement with our present carrier is as follows:

Total Premium written	
1-1-51—3-1-54	\$1,866,729.57
Total Premium in force at 3-1-54	1,147,675.36
Earned Premium	
1-1-54—3-1-54	1,239,659.44
Loss Payments 329	\$282,030.37
Claims Reserved 148	326,461.54
	\$608,461.91
Less Salvage Recovered	\$ 48,346.87



Past Presidents of CUNA Mutual Honored

Past presidents of CUNA Mutual Insurance Society were presented with silver gavels at a dinner during the annual meetings in May. In the upper picture are past presidents Harry Lash, William Reid, Moses Davis, Claude Clarke, John Moore and Joseph DeRamus. In the lower picture Thomas W. Doig, managing director, presents gavels to John Moore, Claude Clarke, and Moses Davis.

Net Losses	
Incurred	560,145.04
Ratio Net Losses	
Incurred to	
Premiums Earned	45.18%

The Credit Union Bridge

The subscription gain for the past fiscal year was 5,404 compared to 3,060 for the previous year. We had 31,416 subscriptions at the end of the fiscal year and 32,189 for the April issue.

We have added a four page insert to The Credit Union Bridge beginning with the January issue. A NEWSLETTER feature has been on the front two pages, and THE FAMILY CREDIT UNION DIGEST is now printed on the back two pages of the insert.

The number of credit unions that order reprints of The Family Credit Union Digest is steadily increasing. Reprint orders passed the 16,000 mark twice during the first four months of 1954.

Some observations of the useful

effect of The Credit Union Bridge is to be noted between credit unions that provide subscriptions for each director and committeeman and those that do not receive a single copy. The credit unions that make full use of The Credit Union Bridge do not raise the question as to why they are affiliated with the league; they do not have trouble finding officers to serve; they are making marked progress; a high percentage of league and chapter leadership and volunteer help comes from these credit unions. The credit unions without a subscription usually have difficulty getting enough people to fill the elected positions; they are the least active credit unions; most of the credit unions considering liquidation are in this group; a good portion of the league budget is consumed to impart limited information in a very expensive and restricted quantity to such credit unions. It would seem that with

(Continued on next page)



W. W. Pratt

W. W. PRATT of Pennsylvania who was elected president of CUNA Mutual Insurance Society at the May meeting has been in the credit union movement since 1935 when he became a member of Dupont Grasselli Federal Credit Union in Philadelphia. He was president of his credit union for five years, was treasurer of the Philadelphia chapter in 1939, league director in 1937, CUNA national director from 1937 to 1947. After five years as acting managing director of the Pennsylvania Credit Union League, he was appointed executive director in 1947 serving on a full-time basis.

Mr. Pratt was on the CUNA Executive Committee from 1938 to 1941, and was elected chairman of the Retirement Trustees' Board upon adoption of the plan in 1946.

He also has served as a director and vice-president of CUNA Mutual Insurance Society for a number of years.



Registration and casting of ballots during the CUNA Mutual elections took place at Hotel Loraine in Madison. The ballots were counted at Filene House. Picture in the middle: Ex-president Harry Lash casting his ballot.



CUNA Mutual Elects Directors

A CLOSE ELECTION for CUNA Mutual directors resulted in one new director, A. P. Quinton of Ontario and the re-election of 4 directors: Joe DeRamus (Illinois), Harold Moses (Louisiana), Moses C. Davis (Georgia), and William Reid

(New York). Richard T. Lagerman (Colorado) was a close runner-up to A. P. Quinton (Ontario) with a difference of only 169 votes. The closeness of the election can be illustrated by the fact that 17 policyholders could have changed the election.

The Elections Committee reported 247 area meetings were scheduled and that 229 were held. Ninety-four corporate representatives were elected. The votes cast for the amendments totaled 4,113 and 20,715 for the election of directors.



only about one in three credit unions paying for a subscription that the question of adding the cost of subscriptions to the league dues would be a beneficial question as an essential league tool.

Since 1949 it seems we have discovered a formula for boosting subscriptions successfully. Subscriptions at the end of 1949 was 20,249; 1950, 21,753; 1951, 23,875; 1952, 25,873; 1953, 30,488; and April, 1954, 32,189.

The subscription rise is largely due to the field representatives of the leagues and CUNA. The point of sale seems to be at a credit union board of directors meeting. It seems difficult to overcome petty resistance raised at board meetings. Field representatives, however, seem to accomplish the job in a few minutes when they have the conviction that it is important.

Organization and Education

Members of the Field Staff spent some time in every state and province in their territory during the past year, working with the leagues, chapters and credit unions. They performed an invaluable service on behalf of the leagues. In some states they were instrumental in working with and training field personnel of the league. They also assisted in planning a program for the annual meetings of leagues and helped chapter officers in planning programs that would be interesting and helpful to all concerned.

In addition to the league work required by the CUNA Staff, they frequently attended meetings of various organizations friendly to the credit union program which resulted in better understanding of credit union benefits and the organization of additional credit unions.

Willard Johnson attended and spoke at the American Flint Glassworkers Union convention in De-

troit, Michigan. The Executive Committee of the Glassworkers Union is interested in extending credit union service to their membership throughout the country. Hasell Hood met with the National Executive Board of the International Glass Blowers Association at their annual meeting, and they agreed to work with us in the organization of credit unions in those states where they have organizations.

C. O. Skorstad attended the Southern Hosiery Manufacturers' Association convention in Roanoke, Virginia. The executives of this association were interested in exposing their members to the value of credit unions. One of the industry's magazines, "The Knitter" carried an article on credit unions which was prepared by Howard Custer of the Public Relations Department. This was a direct result of our attendance at the convention.

Several of our staff attended provincial and state Federation of Labor meetings and state meetings of various cooperative associations. Gail Keeton did some excellent work in South Dakota and had the opportunity of working with Mr. James G. Patton, President of the National Farmers' Union attending a series of meetings in that state.

Henry Timme worked in several states, assisting in the training of field personnel for the league.

At the request of the Hawaii League, T. E. Davis was assigned to work there last fall. Many credit unions were unaware of the complete insurance and bonding services provided by CUNA. As a result, today, more credit unions in Hawaii are using the services available through their own organization. League membership increased and an educational pro-

(Continued on next page)



M. A. Pottiger, president, CUNA Supply

CUNA SUPPLY COOPERATIVE

All officers of CUNA Supply Cooperative were re-elected for the coming year: M. A. Pottiger (Pennsylvania) president; Melvin Wideman (Maryland) vice president; Leonard Nixon (Connecticut) secretary; and J. G. Dennis (Prince Edward Island) treasurer.

The district representatives elected to the board were: William F. Burke (Massachusetts) Northeastern District; M. A. Pottiger (Pennsylvania) Eastern District; E. W. Eich (Wisconsin) Central District; M. A. Stepherson, Jr., (Tennessee) Southern District; A. J. Snell (Minnesota) Midwestern District; J. G. Dennis (Prince Edward Island) Canadian District; and J. L. Bammerlin (Arizona) Western District. The two board members elected at large were Leonard Nixon (Connecticut) and Melvin Wideman (Maryland).



Directors of CUNA Supply Cooperative: M. H. Wideman (Maryland) vice-president; J. G. Dennis (Prince Edward Island) treasurer; L. R. Nixon (Connecticut) secretary; A. J. Snell (Minnesota), Farley Dickinson (British Columbia), M. A. Stepherson (Tennessee).

gram was developed. A full-time managing director has been employed by that league and Mr. Davis assisted in helping him better understand the many duties and responsibilities of a managing director. The Hawaii League was very grateful for the assistance provided them by a CUNA representative.

James Yates has done a splendid job in the Northeastern territory and is rapidly developing new credit unions in the state of New Hampshire. He attended the convention of the New Hampshire

State Federation of Labor and various civic club dinners which enabled him to become acquainted with the people there.

Our representatives in Canada, Donald Smith and J. W. Burns, under the direction of Gordon Smith, have likewise attended a variety of meetings extending from Nova Scotia to British Columbia. These meetings are important as they deal with helping to develop a better understanding within existing credit unions and creating interest in the organization of new groups. Members of our staff as-

sisted the leagues in organization and education efforts and training of personnel.

A summary of the activities of our entire staff for the fiscal year of 1953, in cooperation with league personnel, is as follows:

419 credit unions organized; 320 credit unions affiliated; 324 loan protection contracts sold; 314 life savings contracts sold; 355 CUNA bonds sold; 1,733 Bridge subscriptions sold; 3 chapters organized, 4,463 credit union officials contacted; 766 credit union board meetings attended; 85 chapter officials contacted; 30 chapter meetings attended; 2,050 league officials contacted; 130 league board meetings attended; 13 league executive committee meetings attended; and 107 other meetings attended.

Public Relations Department

From its beginning the Credit Union National Association has had among its objectives the four basic public relations objectives: (1) To inform the public about credit unions; (2) To obtain the public's appreciation of what credit unions are doing; (3) To obtain the public's active support of the credit union program; and (4) To perform within the framework of CUNA's corporate purposes the functions of good citizens so as to contribute at least its share to the solution of common problems.

Our new public relations department is accelerating our realization of these objectives to the extent of its budget.

A list of our public relations department activities during the past year is below. It is an impressive one, especially when the size of our public relations budget is considered.

Our budget for this department is, in fact, dangerously small for the job that needs to be done in the months ahead. As we grow in size the danger of public misinformation, public misunderstanding and public misalignments increases. And on the other hand the opportunity for good public relations also increases.

Our public relations staff is working well beyond the requirements of duty to carry forward this program. I tell you this not because I want you to feel sorry for our staff, but because I know it is so easy for us to expect the unreasonable and even the impossible, unless we are well informed.

Following are highlight services
(Continued on page 25)

RATES FOR CREDIT UNION BLANKET BOND FORM 576 AND 100% COVERAGE SCHEDULE

ASSETS	MINIMUM AMOUNT OF BOND	FAITHFUL PERFORMANCE		HONESTY	
		ANNUAL FAITHFUL PERFORMANCE PREMIUM	100 % ANNUAL FAITHFUL PERFORMANCE MAXIMUM COVERAGE \$1,000,000	ANNUAL HONESTY PREMIUM	100 % ANNUAL HONESTY PERFORMANCE MAXIMUM COVERAGE \$1,000,000
0 - 5,000	1,000	8.00	10.00	7.00	9.00
5,001 - 10,000	5,000	27.00	29.00	23.62	25.62
10,001 - 15,000	10,000	38.25	40.25	33.47	35.47
15,001 - 20,000	15,000	42.75	44.75	37.41	39.41
20,001 - 30,000	20,000	56.25	58.25	49.22	51.22
30,001 - 40,000	25,000	67.00	69.00	58.62	60.62
40,001 - 50,000	35,000	78.00	80.00	68.25	70.25
50,001 - 60,000	35,000	92.00	94.00	80.50	82.50
60,001 - 70,000	37,000	100.00	102.00	87.50	89.50
70,001 - 80,000	39,000	108.00	113.00	94.50	99.50
80,001 - 90,000	41,000	120.00	128.00	105.00	113.00
90,001 - 100,000	43,000	124.00	135.00	108.50	119.50
100,001 - 125,000	45,000	146.00	163.00	127.75	144.75
125,001 - 150,000	50,000	166.00	191.00	145.25	170.25
150,001 - 175,000	55,000	188.00	221.00	164.50	197.50
175,001 - 200,000	60,000	208.00	248.00	182.00	222.00
200,001 - 225,000	65,000	232.00	279.00	203.00	250.00
225,001 - 250,000	69,000	246.00	301.00	215.25	270.25
250,001 - 275,000	72,500	262.00	324.00	229.25	291.25
275,001 - 300,000	76,500	276.00	345.00	241.50	310.50
300,001 - 325,000	80,000	298.00	375.00	260.75	337.75
325,001 - 350,000	84,000	312.00	396.00	273.00	357.00
350,001 - 375,000	87,500	328.00	419.00	287.00	378.00
375,001 - 400,000	91,500	342.00	440.00	299.25	397.25
400,001 - 450,000	95,000	362.00	472.00	316.75	426.75
450,001 - 500,000	97,500	372.00	498.00	325.50	451.50
500,001 - 550,000	100,000	377.00	520.00	329.87	472.87
550,001 - 600,000	102,500	382.00	541.00	334.25	493.25
600,001 - 650,000	105,000	387.00	562.00	338.62	513.62
650,001 - 700,000	107,500	392.00	584.00	343.00	535.00
700,001 - 750,000	110,000	397.00	605.00	347.37	555.37
750,001 - 800,000	112,500	402.00	626.00	351.75	575.75
800,001 - 850,000	115,000	407.00	648.00	356.12	597.12
850,001 - 900,000	117,500	412.00	672.00	360.50	620.50
900,001 - 1,000,000	120,000	417.00	707.00	364.87	654.87

For Credit Unions with assets exceeding \$1,000,000, the premium for \$1,000,000 of coverage shall be \$50.00 annually for each additional \$1,000,000 of assets or fraction thereof.

If coverage in excess of the minimum amount of the bond, but less than 100 per cent, is desired, charge a rate of \$1.00 per thousand per year less 12½ per cent for this additional amount.

Coverage may be purchased on a 3 year basis at a rate of 2½ times the annual premium.

1100 Credit Unions Organized As Direct Result

by Joseph S. DeRamus

OUR 1954 ANNUAL MEETING finds us with nearly 2½ years of advertising behind us. Credit union expansion in this short period of time has been outstanding.

The radio and magazine advertising program has favorably affected all phases of our credit union program; credit union organization has increased—membership in credit unions is up; CUNA Mutual Insurance coverage has increased and we have gained much favorable public recognition. The advertising program provided the opportunity to make these achievements possible; they could not have been made without the cooperation of the state and provincial leagues, the league managing directors and their staffs.

Credit union people gave the Board of Directors of CUNA Mutual Insurance Society a real vote of confidence by supporting the action of the Board to sponsor an international advertising program. All policyholders were asked by mail if they favored an international advertising program by CUNA Mutual. 4,724 indicated that they favored the continuation of the program. 188 either opposed a program of any kind or the type of program being used at the time of the survey.

The primary objective of the credit union movement is to organize more credit unions to serve more people. During 1951, the last year prior to the inception of the advertising program, 1,123 credit unions were organized. In 1953, 2,136 credit unions were organized, nearly doubling the number of 1951.

Membership, too, has shown gratifying increases since the beginning of the campaign. The figures show a 40% increase in membership during the two years, from 6½ million members in 1951, to 8,800,000 at the end of 1953.

Insurance coverage by CUNA Mutual, especially emphasized in the advertising campaign, has increased 100% in two years, from 750,000,000 to 1,500,000,000. We recognize these increases are not due entirely to our advertising program, but we feel sure it has con-

tributed materially to our accelerated growth.

Public relations and credit union prestige have also been favorably affected by the advertising campaign. Several magazines, for example, have approached us for credit union data, and already articles have appeared in nationally known monthly magazines. Thousands of people hear our radio messages and read our magazine ads, and their curiosity has the effect of arousing interest on the part of magazine editors to publish full articles on the credit union movement.

Our present radio program in the United States which features Lorne Greene twice a week on the Mutual Network is bringing in fewer responses than our former program. However, it is doing very well on 11 key stations in Canada. The committee has also approved a program directed to the housewife to be tested in six or eight large industrial areas.

Our magazine advertising campaign continues this year in Time, U. S. News and World Report in the United States; and in the Canadian edition of Time and the Canadian editions (French and English versions) of the Reader's Digest. The ads this year are of both the institutional and endorsement types.

We have received nearly 100,000 letters since we began advertising, and so far, 1086 (through April) credit unions have been organized in the United States and Canada as

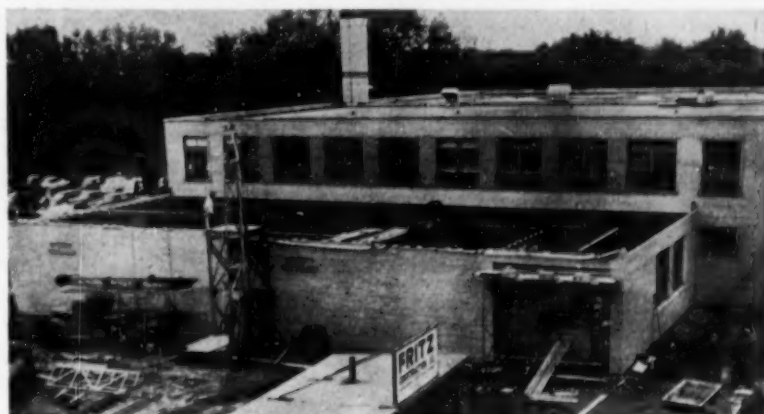
a direct result of the advertising campaign. Our radio and magazine advertising field force has done a splendid job in cooperating with the managing directors and their field forces in following up the radio and magazine advertising inquiries. This field force is available to any league which would like to have help in the followup of these leads. Our thanks to them for a job well done.

Comments From the Floor:

MR. HOLT: That answers it in a very excellent way. As one who perhaps has been a little critical of these programs in the past, may I change my tune a little bit? Joe DeRamus and those who had the vision that some of us did not have are to be complimented for their foresight.

JOHN RYAN (Quebec): We would like to express our appreciation for the radio program that goes on in Canada. Our files in Quebec are loaded down with inquiries for the formation of new credit unions. I just wanted to thank you for that.

MR. CARON (Manitoba): I received some information from some folks I know over in Europe and I think the advertising program being done through the magazines, and especially in the Reader's Digest in the French edition, is bringing good results . . . this letter that I received quoted portions that appeared in French in Reader's Digest on credit unions. I just want to say that I am pleased.



CUNA Supply's addition to Filene House, June 10, 1954

August 1954 - 20th Anniversary of CUNA

(Editors Note: Additional articles and comments by the Founders of CUNA will appear in coming issues.)

TWENTY YEARS AGO a group of credit union enthusiasts were dreaming dreams of the future of the credit union movement. They were gathered at Estes Park, Colorado to implement these dreams with a practical organization plan.

What did the founders think at the time they were forming the constitution and by-laws? We have the story from some of them. What has been accomplished during the past 20 years? We have some figures and lists of growing activities. But to tell what credit unions have meant to people; how they have increased opportunity and relieved anxiety—can only be told thru the literature of the times, in the newspapers, the magazines and books.

How the Facts Compare

Between 1934 and 1954 the number of credit unions have increased from 2550 to 19,000; from 600,000 members to 9 million; from \$47 million in assets to \$2.6 billion. These are approximate figures. The 1934 figures are in round numbers but close. The 1954 figures are conservative and will certainly be higher by August.

We have one state (Illinois) with assets nearly 3 times the total of all

Celebration Features:

1. Administrative bodies (CUNA Executive Committee, CUNA Mutual and CUNA Supply Boards) will hold quarterly meetings in Estes Park August 10-14.
2. A plaque will be placed on the site where CUNA was formed.
3. Other outstanding events are being planned. Further details will be made available later.

Vacationists who want to watch the Administrative Bodies in session, to meet the founders of the credit union movement, and participate in the 20th anniversary celebrations should obtain reservations in the vicinity of Estes Park as soon as possible as Estes Park is one of the most popular vacation spots in the West. Lists of lodges, cabins and motor courts are available from Estes Park Chamber of Commerce, Estes Park, Colorado.

unions. Four leagues in 1934 had full time employees. Today 46 leagues have full time employees, and one league alone has over 40 employees.

Expansion of CUNA Activities

Prior to CUNA the Credit Union National Extension Bureau had a supply department. This department was transferred to CUNA when it was formed with approximately \$12,000 in assets. The next year CUNA Supply Cooperative was incorporated under Wisconsin law, and it now has assets of \$293,000. CUNA Supply Cooperative makes supplies that fit the needs of credit unions available at mass production prices. New credit unions get the same low prices for their beginning needs, and a good credit rating from CUNA Supply Cooperative.

Side by Side when in Trouble

One of the first steps of CUNA was to form the CUNA Mutual Insurance Society in 1935. The desire for better Loan Protection insurance was the primary concern, but shortly renewable term and ordinary life insurance policies were made available for individual credit union members at lower premium

credit unions in 1934, and 6 states and provinces with assets greater than the 1934 totals for all credit



Credit union pioneers Harold Winchester, Edward A. Filene, Louis G. Weiler, Dora Maxwell, Sidney Stahl, Roy F. Bergengren, and Thomas W. Doig. Both pictures were taken in Estes Park in August, 1934.

costs, higher dividends and cash values. Then came a new idea of using insurance as a medium to encourage thrift. The Life Savings insurance plan was developed. The revelation of Life Savings insurance has been, that it has not increased the expense ratio of credit union operations, but increased the member participation to the point of reducing the expense ratios. It has encouraged member participation and thrift, the purpose for which it was created. CUNA Mutual not only has grown to the 36th largest company, over \$1½ billion, measured by coverage on the books, in this short span, but it has developed many 'firsts' in services provided and in operating methods.

Organized Protection

Then came the Bonding Department which organized the buying power of credit unions in the bonding field. The cost of \$12 per \$1000 and even higher amounts headed downward and the coverage was improved. In the early 1940's came the 'Excess Bond' coverage which prevented many a member from a loss, but still it was inadequate for the big catastrophe losses. Now a blanket bond to cover 100% of the losses of true assets up to \$1 million has been offered, a climax of credit union group participation up to the present.

A Faster and Faster Tempo

New phases are being added faster and faster. The Radio and Maga-

zine Advertising Department of CUNA Mutual is bringing the credit union story to millions weekly, and a response from all over the world.

The Automobile Insurance Program has been added with annual premiums in the millions. It is bringing members more coverage assurance at lower costs, and often valuable advice.

The Public Relations Department produces news releases; guides for better credit union relations in the plant and community; it is creating

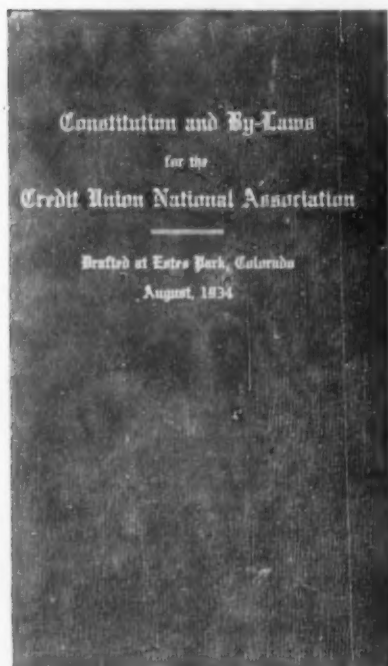
understanding with many other organizations, and is clearing up misunderstandings of others. It has popularized Credit Union Day.

Now the CUNA Overseas Program is a new department about to be born, and there are many hopes and dreams for this new outgrowth.

Last year nearly 2100 new credit unions were organized. The pace is increasing. More National Directors are organizing credit unions; more volunteers are organizing; more



ESTES PARK CONFERENCE



people at home and around the world are asking for the credit union story and answers to their questions. New visions of league services are being tested, and demands are growing for better league and CUNA programs. New visions of sharing experience and information with credit union members are in credit union minds—sharing answers to financial problems, pitfalls to avoid, ways to get ahead, and what credit unions can do.

Dreams and Observations of the CUNA Founders

Emil V. Riley (California):

"I think no place could have been more appropriate for this important job than the conference grounds high in the peaks of the eternal Rockies, away from the distractions of a busy world.

"We met in a humble mountain cabin in an atmosphere of earnest sincerity and humility, realizing that the kind of foundation we established here would affect millions of lives for years to come . . .

"After much discussion with enthusiastic participation, this plan was adopted and in an impressive ceremony we signed a parchment endorsing a constitution modeled very much after that of our country. The proposal was then ready for submission to the several states for their action.

"For me the highlight of the Estes Park Conference was the visit to Trail Ridge, on the continental divide. We arrived there in the midst of a storm, and I realized that even as the rivulets from those clouds were flowing down both sides of the Rockies to two mighty oceans, so also had the products of our discussions been started on their way to the credit union people of America, and to countless peo-

ples of the whole world who would someday receive the blessings of the Credit Union Way to Economic Betterment.

"We left the conference with full hearts and earnest hopes that our actions would be endorsed by the 2550 credit unions of the United States. Unfortunately there were some casualties along the way, but the great majority of our credit union people liked what we had done, and CUNA was born. We have progressed with inspiring strides during these twenty years. Our constitution proved flexible enough to meet necessary changes as we progressed. It was grand that our Canadian neighbors could merge with us in this great enterprise. Radiating from our wisely chosen hub of activities in Madison, cooperative services in supplies, insurance, creation of new credit unions and numerous other benefits have reached new millions of credit union members.

"But we have merely started. Our great leader, Edward Filene, visualized a hundred thousand credit unions will be needed in America. . . . Then there is the world about us where untold millions desperately seek a way to bridge the chasms of economic uncertainty, to learn the blessings of systematic saving and prudent borrowing through the services of their own credit union."

Claude R. Orchard:

Mr. Orchard, a volunteer organizer, one of the founders of CUNA, a past member of the Executive Committee and past director of CUNA Mutual Insurance Society, and retired director of the Bureau of Federal Credit Unions writes:

"It was natural that all who were in Estes Park were filled with enthusiasm and optimism for almost all had paid their own way and were using a part of their vacation time.

"We talked a lot of the future of the credit union movement and the

dreams that we dreamed then seemed extravagant to many.

"I was as excited as any one and yet as I look back, the dreams I dreamed have long since proved to have been ultra conservative.

"It must be admitted that the strides which have been made by credit unions in the consumer credit field have been paralleled to a large extent by banks and other lending organizations. None of these institutions could have developed so rapidly had the gross income of the nation remained at the 1934 level.

"Then too, the last 20 years have witnessed what amounts to a revolution through the emergence of a great middle class in America with average incomes which permits the enjoyment of living standards equal or superior to those which only the rich of the twenties and earlier could have.

"I have a feeling that the establishment of credit unions was one of the factors which helped bring on this desirable change."

Can You Top This?

AT AN ALTITUDE of 10,200 feet above sea level, the office of Moly Credit Union, in Leadville, Colorado is believed to be at the highest elevation of any credit union office in the world.

The organization meeting was held May 20, 1954, at the Climax Molybdenum Mine, at an altitude of 11,300 feet. This is at timberline, and at that date, much snow was to be found at this level.

About 1500 molybdenum miners are eligible for membership in this "world's highest credit union."

"Cooperation"

"It does not stay the progress of those who are sure of their own ability to push on; it does not seek to detain the strong in their march through life. It is a movement for the weak; self and mutual help is its key note; desire to serve is its animating spirit. Cooperation comes in as a great ally of the weak and the poor to save them from exploitation and assures them a reasonable and rightful place in society. Indeed, the cooperative movement is a protest against the existing order of society where social and economic injustice and insecurity predominate. Protection of the weak and the less favoured in the society is, therefore, the chief motto of Cooperation for an allround social and economic progress. Cooperation is to charity as prevention is to cure".

—U. S. Cooperative Bulletin.



The 1934 Estes Park Conference was a combination of business and relaxation. Here a group of delegates take time out for baseball.

Glenn R. Coutts, Michigan

New Vice-President from
Central District



GLENN R. COUTTS, Detroit, Michigan was elected vice-president of the Credit Union National Association from the Central district at the CUNA annual meeting in May. He succeeds William Alsman of Indianapolis, Indiana.

Mr. Coutts has been treasurer of Pere Marquette Employees Credit Union since it was organized in 1937. He has been on the board of Michigan Credit Union League since 1940, and was president for four years. He has also served as president of Greater Detroit Chapter of Credit Unions.

Mr. Coutts was born in Wardsville, Ontario and came to Detroit in 1919. He was employed by the Chesapeake & Ohio Railroad Company as head engineering accountant, but was granted a leave of absence in 1951 to work full-time as treasurer in his credit union.

To Elevate Democracy

THE MILITARY NEEDS its training grounds for soldiers—even more important, a democracy needs training grounds for citizens. Credit union is one such training point . . . What the world needs today, I am sure, is not less, but more democracy. Credit unions help provide for more democracy—its spirit of neighborliness—permeates the methods of business used by credit unions. Neighbors borrow from neighbors or friends—like borrowing within a family—rather than borrowing from a total stranger. Red tape is cut out—cruel, prying questions into a persons business become un-

necessary—the minimum needed information being easily and willingly given by the applicant (member of the family) in order that the loan can be made. Fair and equitable treatment is the rule and the practice since the whole purpose of the credit union is service—not profit.

He who deals with a "loan shark" deals with a ruthless dictator who treats the borrower as a victim; he who deals with the credit union deals with what Richard Y. Giles calls "a system of organized kindness." This system of kindness is supported by a democratic legal structure which has developed over the years affording additional protection for the members.

Credit union democracy is firm, yet kind; simple, but efficient; just and honest, yet based on sound business experience. It considers the needs of its members. Its interest rates are only sufficient to cover the cost of services performed and a fair return to depositors. Such an institution is a bulwark of democracy. It is a national asset in both fair and foul economic weather. — *Revised from O. C. POSTAL FEDERAL CREDIT UNION NEWS, Oklahoma City, Oklahoma.*

Founders Club

New Members

SINCE OUR LAST REPORT the following new members have been admitted to the Founders Club:

Mr. Paulus Glass, KC Fiberglass Federal Credit Union, Kansas City, Kansas.

Mr. Jacob L. Reddix, Hinds County Educational Federal Credit Union, Jackson, Mississippi.

Mr. George Fuller, Tobacco Workers (Hamilton) Credit Union, Limited, Hamilton, Ontario, Canada.

Mr. James Simpson, Packard Employees (St. Catharines) Credit Union, Limited, Port Dalhousie, Ontario, Canada.

Mr. Lloyd Allen, Tapered Bearings Employees (St. Thomas) Credit Union, Limited, St. Thomas, Ontario, Canada.

Mr. Robert Jackson, Tapered Bearings Employees (St. Thomas) Credit Union, Limited, St. Thomas, Ontario, Canada.

Mr. William Telsrow, Cleveland Firemen's Credit Union, Cleveland, Ohio.

Mr. J. J. McCauley, Windsor Credit Union, Montreal, Quebec, Canada.

Mr. John Greene, Marathon "Ashland Div." Credit Union, Ashland, Wisconsin.

Miss Irene E. Scott, Peoples' Credit Union, North Miami, Florida.

Mr. Elroy Aness, St. Mary's Credit Union, Fargo, North Dakota.

Mr. E. B. Timpe, Flasher Community Credit Union, Flasher, North Dakota.

Mr. Harrie Miller, Lisbon Farmers Union Credit Union, Lisbon, North Dakota.

Mr. Virgil Stedman, Williston Co-op Credit Union, Williston, North Dakota.

August Poster

For cut of the August poster in CUNA Supply Cooperative's Poster-a-month subscription service, see page 24. Masts of the cut are available for 30 cents.

Boris Blumenthal, Maine

New Vice-President from
North-eastern District



BORIS BLUMENTHAL, Portland, Maine, was elected vice-president from the North Eastern district at the CUNA annual meeting in May replacing J. J. Jackman of New York.

Mr. Blumenthal became acquainted with credit unions in 1930 through the Post Office Department's Service Relations Council which was interested in organizing credit unions among postal employees. Contact with Roy F. Bergengren sold him on the idea, and in August, 1931 Government Employees of Maine Credit Union was organized. Mr. Blumenthal became the first treasurer and has had that position ever since.

He was managing director of Maine Credit Union League from 1937 to 1950, and is now league president. Mr. Blumenthal has been a national director for a number of years and has served on the board of CUNA Supply Cooperative. He is now retired from the Postal Service.

Coming Events

July 27-28-29—Nova Scotia Credit Union League annual meeting, Yarmouth, Nova Scotia.

August 12—Joint Meetings of the CUNA Mutual Board, CUNA Supply Board, CUNA Executive Committee, Stanley Hotel, Estes Park, Colorado.

August 13—CUNA Mutual Board of Directors, Stanley Hotel, Estes Park, Colorado.

August 14—CUNA Executive Committee, Stanley Hotel, Estes Park, Colorado.

September 16-17—Wisconsin Credit Union League annual meeting, Schroeder Hotel, Milwaukee, Wisconsin.

September 17-18—Indiana Credit Union League annual meeting, Indiana.

September 25—Maine Credit Union League annual meeting, Portland, Maine.

October 22-23—Florida Credit Union League annual meeting, George Washington Hotel, Jacksonville, Florida.

November 11-12-13-14—Missouri Credit Union League annual meeting, Jefferson Hotel, St. Louis, Missouri.

Highest Score for May Since 1940

187 New Credit Unions Reported by 42 States and Provinces

by W. B. Tenney

Assistant Director of Organization and Education



THE 187 NEW CREDIT UNIONS reported by 42 states and provinces during May was 22 less than last month, but the highest May since 1940 when 209 credit unions were

reported. Ontario held fast to first place again this month with a score of 19. Texas jumped up into second place for the month with 17. Illinois moved up into third place among the leading five leagues with a score of 15. California and Wisconsin rounded out the fourth and fifth places with scores of 14 and 13 respectively.

The 13 senior members of the one-or-more-each-month club added another month to their string. Four of the junior members dropped out of the running during May, leaving Alabama, Arizona, Connecticut, Louisiana, Maine, Minnesota, Washington, and Quebec in the race for graduation to senior membership at the end of the fiscal year.

New Credit Union Drive

At the end of May, we have a total of 677 new credit unions reported. We are still running slightly above our 200 per month goal, but we will have to really pitch in and keep the months ahead as close to the 200 mark as possible to glide comfortably over the 2400 goal. Just a little bit more effort on the part of a few more leagues, and we'll be "sitting pretty."

There was relatively little change in the standings of the various districts in relation to each other, however the Western District remained in top spot for the month, having organized 33% of their goal. Ontario remained on top again as the leading league, with a three-month score of 69. California still remains close in the running with 58. Michigan retained its hold on 3rd place with 45. Texas moved on up to "go a

round" with Illinois with respective scores of 42 each. New York finished out the number five spot with a three-month score of 38.

Jamaica remained the only league to have achieved 100% of their goal, however as it looks now, Maine will be over the top before too very much longer; having achieved 92% of their goal at the end of May. Wisconsin added their name to the League Honor Roll during May. A total of 21 leagues appear on the Honor Roll at the end of May; however, since we do not yet have the individual league goals for the Canadian District, this Honor Roll is necessarily incomplete.

Volunteer Organization

The 1954 National Director Honor Roll is off to a running start with a total of 20 credit unions reported by 6 Directors and 2 Alternates. With a start like this during the first month of the Honor Roll, by the time the next annual meeting rolls around, we should

be able to list all of the Directors and Alternates on the Honor Roll—how about it??

The 1954 Volunteer Organizers Contest is moving along at a fine pace. There have been 50 credit unions organized by 23 of the 28 entered. L. P. Davis of Dallas, Texas (winner of the 1953 Volunteer Organizer Contest) and C. Frank Pratt of San Francisco, California are tied for first place at this point in the contest with respective scores of 8 each. This 1954 Contest is really just getting started, and right now is the time to get in it! Every contestant can win a prize. The contest runs from March 1, 1954 through February 28, 1955. Any volunteer organizer can enter. Each contestant who organizes one or more new credit unions will receive a gift copy of "Liberal's Progress", the biography of Edward A. Filene, written by Gerald W. Johnson, unless awarded one in a previous contest. In the event a contestant has previously been awarded a copy of



Wins Volunteer Organizers Contest

L. P. Davis of Texas organized 16 credit unions during the fiscal year 1953-54 and won the volunteer organizers contest. Here Mr. Davis poses with a full-sized picture of himself, displayed during the CUNA annual meeting in May. He has already organized 8 credit unions since February, and is leading the 1954 volunteer organizers contest with C. Frank Pratt of California.

Double Dividend

Burroughs Sensimatic

ACCOUNTING MACHINES • ACCOUNTING SYSTEMS



*Put Low-Cost Efficiency into
Credit Union Accounting*

Simplify credit union accounting, and save time and money too, with this team of a Sensimatic accounting machine and a streamlined system.

A Sensimatic in your office means time savings for both members and employees, speeding peak rush-hour loads and reducing balancing problems. Even a beginner can operate this simple machine. And it works with easy accuracy on either cash or payroll deduction plans.

Sensimatic accounting systems for credit unions are designed especially to cut costs and simplify operations. So successful are these Burroughs systems that they have been approved by both the Bureau of Federal Credit Unions and the Credit Union National Association.

For a demonstration of this low-cost Sensimatic teamwork, call your Burroughs office. It's listed in the yellow pages of the phone book. Or write Burroughs Corporation, Detroit 32, Michigan.



FREE—new booklet on the Burroughs Sensimatic Credit Union Accounting Systems.

BURROUGHS CORPORATION,
DETROIT 32, MICHIGAN

Please send me a copy of the booklet "For the First Time—Low-Cost Speed and Efficiency in Credit Union Accounting."

NAME

ADDRESS

CITY

ZONE STATE

TITLE

CREDIT UNION

CU-37

WHEREVER THERE'S BUSINESS THERE'S



July, 1954

"Liberal's Progress", he will be given a choice of the following books—"Crusade", by R. F. Bergengren; "The Poor Man's Prayer", by George Boyle; or "Credit for the Millions" by Richard Giles. Contestants who organize five or more, other than the winner of first place, will receive an award of \$50.00. The contestant who organizes the greatest number of credit unions will receive a truly worthwhile first prize. He or she will have a choice between:

1—A check for \$100, or registration fees (value \$120) paid to attend the 1955 two weeks School for Credit Union Personnel at the University of Wisconsin in Madison; or a Lord or Lady Elgin wristwatch suitably engraved.

2—Expenses to attend the CUNA Annual Meeting in St. Louis, Missouri, in May, 1955, or expenses to attend the School for Credit Union Personnel, 1955 session.

In event of a tie for first place, each contestant will receive No. 1 above, but the contestants so tied will be rated according to the following categories in regard to No. 2: (1) Number of league members among the credit unions organized; (2) Number of CUNA Mutual Loan Protection contracts among the credit unions organized; (3) Number of CUNA Mu-

tual Life Savings contracts among the credit unions organized; (4) Number of CREDIT UNION BRIDGE subscriptions among the credit unions organized. The order listed is the order of significance. If contestants remained tied through all the above categories, then each would receive the complete award.

Enter the contest right now—today!! Follow these simple rules:

1—Send a letter or postcard to T. W. Doig, Managing Director, Credit Union National Association, Post Office Box 431, Madison 1, Wisconsin, stating your desire to

enter the contest, and listing any credit unions you have organized since March 1, 1954.

2—Soon after the organization of each additional credit union, advise Mr. Doig of that fact by letter or postcard.

3—On or before March 31, 1955, send Mr. Doig a complete list of the credit unions you have organized during the contest period. With your letter or postcard of entry, ask for the free Volunteer Organizers Kit of useful material to help you with your work. We'll be waiting to enter your name in the 1954 Contest!

The Human Side of Selling

CREATING FAVORABLE human relations is essential to successful selling. If a salesman can't make prospective buyers like him, respect him, listen to him, his chances of doing business are pretty slim.

The first rule in getting along with people is consideration of the other fellow—his likes and dislikes—his limitations. Thinking must be in terms of "you" rather than "I, me and mine." Mutual understanding is important in selling. Indeed, it is the basis of every business transaction. The prospect must be made to understand the value of your product or service in terms of

what it will do for him. The salesman, in turn, must understand the buyer's needs before he can find common ground for discussion. This requires preparation—knowing the buyer's personality and his business operations. Understanding, moreover, involves the manner of presentation. The best rule is to talk in quiet but audible tones, enunciating clearly and explaining each point in simple words. Optimism, too, is an important ingredient of effective presentation.

True Words

YOU MAKE a living on what you get, but a life on what you give.

STATISTICAL REPORT

As of May 31, 1954

District Standings

District	Goal	Organ-ized	Per-cent
Western	360	117	33
Central	410	121	30
Northeastern	250	74	30
Southern	460	133	29
Canadian	360	99	28
Eastern	350	93	27
Midwestern	210	38	18
	2400	677	28

League Standings

Western District	O & E Committee Member
W. G. Lonergan, Washington	
California	58
Oregon	15
Colorado	10
Montana	8
Arizona	6
Washington	6
Hawaii	3
Utah	3
Idaho	2
Nevada	2
New Mexico	2
Alaska	1
Wyoming	1

CENTRAL DISTRICT

Glenn E. Coutts, Michigan, O & E Committee Member	
Wisconsin	60 22 37
Michigan	150 45 30
Illinois	150 43 28
Indiana	50 12 24

NORTHEASTERN DISTRICT

Boris Blumenthal, Maine, O & E Committee Member	
Maine	12 11 92

Connecticut	45	14	45
New York	102	38	37
Massachusetts	50	9	18
Rhode Island	12	2	17
New Hampshire	20	2	10
Vermont	8	0	0

SOUTHERN DISTRICT

Henry Claywell, Florida O & E Committee Member			
Jamaica	7	7	100
Florida	47	29	62
Dominican Republic	12	7	58
Arkansas	7	3	43
Mississippi	13	4	31
South Carolina	10	3	30
Texas	145	42	29
Oklahoma	11	3	27
Alabama	27	7	26
Georgia	37	9	24
Tennessee	41	8	20
Kentucky	20	3	15
North Carolina	25	3	12
Louisiana	43	5	12
Brittish South America	1	0	0
Canal Zone	1	0	0
Dominica	1	0	0
Virgin Islands	1	0	0
Puerto Rico	11	0	0

CANADIAN DISTRICT

H. M. Daley, New Brunswick, O & E Committee Member	
Ontario	69
Quebec	15
British Columbia	10
Saskatchewan	3
Nova Scotia	2
Alberta	0
Manitoba	0
New Brunswick	0
Newfoundland	0
Prince Edward Island	0

EASTERN DISTRICT

J. A. Flannery, New Jersey, O & E Committee Member			
Delaware	3	2	66
New Jersey	64	24	38
West Virginia	12	4	33
Maryland	25	8	32
Ohio	92	25	27
Pennsylvania	100	22	27
Virginia	32	6	17
District of Columbia	22	2	9

MIDWESTERN DISTRICT

W. O. Knight, Jr., South Dakota, O & E Committee Chairman, H. E. Wingstad, Nebraska, O & E Committee Member			
North Dakota	11	6	55
South Dakota	9	2	22
Kansas	31	6	19
Missouri	51	9	18
Minnesota	45	7	16
Iowa	40	6	15
Nebraska	23	3	11

League Honor Roll

Jamaica	7	7	100
Maine	12	11	92
Delaware	3	2	66
Florida	47	29	62
Dominican Republic	12	7	58
Connecticut	45	14	45
Arkansas	7	3	43
New Jersey	64	24	38
New York	103	38	37
Wisconsin	60	22	37
West Virginia	12	4	33
Maryland	25	8	32
Mississippi	13	4	31
Michigan	150	45	30
South Carolina	10	3	30
Texas	145	42	29

Illinois	150	42	28
Ohio	92	25	27
Oklahoma	11	3	27
Alabama	27	7	26

1954 National Director Honor Roll

C. Frank Pratt, Calif.	8
L. R. Nixon, Conn.*	2
R. A. Vinson, Fla.(A)*	3
C. E. Oldham, Ind.(A)*	3
H. E. Wingstad, Neb.	1
J. W. Ryan, Quebec	1
Karl Little, Utah**	1
Sidney C. Day, Jr., Va.	1

* Full-time employee

** Part-time employee

1954 Volunteer Organizers Contest

L. P. Davis, Tex.	8
C. Frank Pratt, Calif.	8
Arthur Flood, Mich.	4
Esau Reed, Ont.	3
Donald J. MacKinnon, Mich.	3
Ernest L. Lease, Wash.	3
O. F. Burgdorf, Tex.	2
Verner Porath, Penna.	2
Clifford Way, Ont.	2
Leland Miller, N. Y.	2
J. R. Taylor, Mont.	1
Evans Holder, Tenn.	1
James J. Girvan, Penna.	1
W. F. Knapp, Neb.	1
S. D. Jackson, Tex.	1
G. W. Scott, Ont.	1
J. W. Ryan, Quebec	1
Lester Engleson, Calif.	1
George Oberleitner, Penna.	1
Wilbur M. Richards, Ohio	1
H. T. Sanderson, Tex.	1
Patrick Flood, Mich.	1



OPERATORS LIKE NATIONAL Machines because their time-saving features make posting work so much easier.



MR. GEORGE G. BURNETT, Manager, explains below how Western Cartridge benefited from its National System.

"Our *National* System returns us 57% yearly... on our investment!"

—Western Cartridge Employees Credit Union, East Alton, Ill.

"We have convincing proof," writes Mr. Burnett, "of the value of our National System. Every year since we installed our two Nationals they return us 57% of our investment."

"Now we get records that are accurate, always posted up to date and easier to audit. All the information we need is available when we need it. The time-saving features of the National Machine System saved us the cost of two full-time

employees. In addition, we have eliminated the overtime necessary with our former method.

"The 57% return on our investment is excellent testimony to the time-and-money-saving advantages of our National System."

Don't you, too, want information that *makes* money, protection that *saves* money, for *your* credit union? A National System soon pays back its cost, then goes on returning a

handsome *extra* profit each year. Why not ask your nearby National representative to survey your present operation and see how it can be improved? Get his number from the yellow pages of your phone book.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

949 OFFICES IN 94 COUNTRIES



A. P. Quinton, Ontario

New Director of CUNA Mutual



A. P. QUINTON, Hamilton, Ontario was elected a director of CUNA Mutual Insurance Society at the policyholders meeting in May.

Long a leader in city and province credit union movement, Mr. Quinton helped organize the T. H. & B. Railway Employees Credit Union in 1941, and has served continuously on its board. As a CUNA National Director, he served for three years on the policy committee, and for two years was a member of the resolutions committee. He is a director of the Ontario Credit Union League.

Mr. Quinton has been with the railroad for 41 years, and was general secretary-treasurer for 35 years of the Order of Railroad Telegraphers, Local 105. He is a veteran of World War I.

New Missouri Field Man



HERBERT C. HUNTER is the new field representative for the Missouri Credit Union League. He covers most of the state outside St. Louis with headquarters in Springfield, Missouri. Mr. Hunter

writes about his credit union experience:

"I first became acquainted with the credit union movement through Swift and Company in Sedalia, Missouri. While straightening up a supply room I came across some old passbooks and other records of the Swift Sedalia Credit Union which

had folded up but never been dissolved. I straightened out the books, and the members, most of whom had moved away, got their money. However, we had to liquidate.

"I was next exposed to credit unions in Chicago where I became a member of a credit union serving the Swift Company's General Office. Later I moved back to Sedalia, and was elected treasurer of the Pittsburgh Corning Glassworkers Credit Union.

"It wasn't long until I had the credit union bug proper, and decided that some day I would get into full-time credit union work. The opportunity came sooner than I expected."

Mr. Hunter is a native of Cole Camp, Missouri. He graduated from high school in 1953 and went directly into the army. After the war he attended the Springfield (Missouri) Draughton Business University and the Walton School of Commerce in Chicago. Before accepting full-time credit union work, he was employed as payroll supervisor with the Pittsburgh Corning Corporation in Sedalia. He is married and has two children.

Small Banks Disappear

SMALL BANKS DISAPPEAR at a rate of about 140 a year—through merger or liquidation.

Bankers aren't worried over financial soundness—it's high.

But they estimate 3,500 of nation's 14,000 banks will close in next 25 years if present rate continues.

Small bankers seek:

1. New financing plan, where bank can be bought on time payments.

2. Legislation to liberalize investment practices.

3. Broadened program to attract equity capital.

4. Participation by local businessmen in establishing new banks.

—Nation's Business.

A Clean-Cut Idea

CO-OPERATION touches no man's fortune; seeks no plunder; enters into no secret associations; it contemplates no violence; needs no trades union to protect its interests; it subverts no order, envies no dignity; it accepts no gift; nor asks any favour; it keeps no terms with the idle and it will break no faith with the industrious. It is neither mendicant, servile nor offensive; it has its hands in no man's pocket and does not mean that any other hands shall remain long or comfortable in its own; it means self-help, self-dependence and such share of the common competence as labour shall earn or, thought can win."

—"HOLYOAKE"

The Family Credit Union Digest

Credit Unions May Copy or Reproduce It

Reprints May Be Ordered for Member Distribution
at \$2 per 100

THE CREDIT UNION BRIDGE

P.O. Box 431,
Madison, Wisconsin

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Hamilton, Ontario

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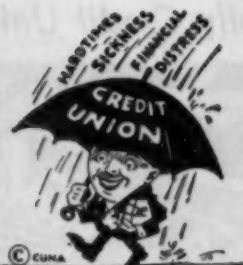
.....Credit Union

Address.....

City and State.....

Title.....

FAMILY DIGEST



Volume 19

P. O. Box 431, Madison 1, Wisconsin; P. O. Box 65, Hamilton, Ontario

Number 5

Consolidation!

MANY OF OUR MEMBERS have found out that it is much easier and cheaper to pay us one good sized amount once a month, than it is to try to pay a large number of small accounts scattered over the entire month. Often, you can get a discount by paying cash on a slow liquidating debt. There are many reasons why we get into this condition and we stand ready to sit down with you and work out a plan whereby you may get yourself on a cash basis. You will find it a very satisfactory solution to a most troublesome problem.

—Contributed by Detroit Newspapers Industrial Credit Union, Detroit, Michigan.

An Oasis for Savings or Loans

YOUR CREDIT UNION encourages both. Save the credit union way! build up your savings for future emergencies. If you don't need the money it continues to earn liberal dividends and life insurance. Borrow for present needs, it's good business to take advantage of bargains and consolidate bills into an insured credit union loan. In most cases unpaid loan balances are insured against death at no extra cost to the borrower.

If you have had unusual expenses

FOR TIRE or whole auto LOANS

see your
CREDIT UNION
Thrift and Loan service



What a Credit Union Can Do

ONCE UPON A TIME there was a man — this is a fact — who owed more than his annual income in small bills and installment payments. He was in over his head.

You aren't in any such trouble,



"I think Pagan overdoes that watchman's job."

and find your income barely covers current monthly bills and time payments, come to your credit union. We probably can refinance all outstanding bills with lower monthly payments and loan you additional cash besides.

Come in and see us, no obligation whatever.

—Contributed by Elgin Credit Union News, Elgin, Illinois.

Or Words To That Effect

A MOTHER left her young son at church, admonishing him to come home after the services and to be sure to remember what the minister's text was. When he arrived home, she asked, "What text did the minister use?"

The boy replied: "Don't worry, you'll get the quilt."

Knowing this was wrong the mother called the minister and was advised he had preached on "Fear not, thy comforter will come."

of course, but perhaps the rest of this story will interest you just because . . . well maybe you have a friend who spends money a little easy.

This fellow we are talking about was in a tight spot. He owed the grocery, the meat store, the doctor, the pharmacy, the car dealer, most every store in town, not to mention three personal finance houses and all of his friends. Just everybody's hand was out.

This is what his credit union did for him:

A. Loaned him the money to pay off—quick—the debts that carried a higher interest rate than the credit union's—all of the interest loans, in other words.

B. Assured the food store, the doctor, etc. small weekly payments until cleared up. To be paid from the member's current income.

C. Set up a budget for the member's family, and got them gaining—instead of losing—in the race with bankruptcy.

D. Made the member promise that—until he was out of debt—he would make no more installment purchases, borrow no money from any other source.

It took six years but the credit union and member made the grade! And that member is now convinced that he belongs to the finest personal money organization on the face of the earth! He does. So do you. Or do you?

—Contributed by Mt. Carmel Parish Credit Union, Pueblo, Colorado.

Wise Men Say

- The optimist sees opportunities in difficulties. The pessimist sees only difficulties in opportunities.

—Contact.

- The man who wakes up and finds himself famous, hasn't been asleep.

—The Digest, Long Beach Naval Shipyard, Long Beach, California.

The Dilemma of a Miser

THERE IS A STORY told of a Miser who bought a lump of gold out of his life's savings and buried it in the ground by the side of an old well. Nightly, he went out to this spot to behold his buried treasure. By chance, one of his workers noticed the Miser's frequent visits to the well, and became curious. One night, the workman dug up the spot, found the gold, and stole it.

On his next visit, the Miser found his gold missing and was overcome with grief. A neighbor, learning the cause of the Miser's grief, said

Wake Up and Smile

*I'aint what we have
But what we give;
I'aint where we are
But how we live;
I'aint what we do
But how we do it
That makes this life
Worth going through it.*

to him: "Pray, do not grieve so, but go take a stone and place it in the hole and fancy that the gold is still lying there. It will do you quite the same service, for when the gold was there you had it not, as you did not make the slightest use of it."

Would you say that a person who buries his savings, not necessarily in the ground, but probably under the carpet, or in a mattress, or in an old sock, acts in the same manner as the Miser? Your editors think so, since in both instances the treasure was not put to any good use. For after all, what is money but a



DO YOU NEED CASH - for a vacation, garden tools, television, home repairs, power lawn mower, air conditioner, refrigerator, a new range, new furniture, auto repairs, garden tractor, new car, doctor bills, debts, etc.

YOU CAN HAVE ALL OF THESE THINGS - just USE YOUR CREDIT UNION or, better still start a savings account - then you will save paying interest and carrying charges - besides receiving a dividend - and probably be able to buy at a discount. Think it over - USE YOUR CREDIT UNION.

Contributed by O. C. Postal Federal Credit Union, Oklahoma City, Oklahoma.

medium of exchange, its value lying in its power to exchange.

The members of a credit union need not, like the Miser, bury their savings in the ground to save, but have an organization which is best suited for the purpose of saving—their credit union. It is the purpose of the credit union to act as a depository for the savings of its mem-

bers and to loan these savings to those who need it in exchange for other things.

MORAL: A pass book, indicating savings in your credit union, displays more intelligence than does a shovel, an ant hill under the carpet, or a much used zippered mattress.

—Contributed by John Sexton Employees Credit Union, Chicago, Illinois.



Our Most Interesting Loan:

DURING THE COURSE of our travels we have heard of some pretty interesting cases of credit union aid to members, but this one stands out from all of them.

The man had been a member for some time. He took ill—it was T.B. His case was so serious they operated. While he was convalescing (his doctors had ordered him to drink all the milk he could) he calculated his milk bill, and came up with the only solution he could conceive of. He must buy a cow and enough feed to take care of her. So he applied to his credit union for

the necessary money. They passed the loan. He bought the cow, had all the milk he needed, all the milk his children needed, and some for the neighbors.

Then the cow, to show her co-operative spirit, gave birth to a calf, which the man sold to pay the feed bill. He completely recovered, sold the cow for as much as he had paid for her, and wasn't out a cent.

Don't try to find any other institution that would have loaned him the money in such circumstances, because you will be a long time searching, and we doubt very much if you will find one.

—From the Credit Union League of Alberta Bulletin.

Acting Managing Director's Report

(Continued from page 12)

rendered during the past year:

We distributed to credit union leagues and chapters almost 80,000 Credit Union Day posters and 1,250 Credit Union Day Kits.

14 mayors issued proclamations. The President of the United States, the Prime Minister of Canada, and leaders in labor and industry also sent greetings and words of appreciation and best wishes to the whole movement. 3 governors issued proclamations. 56 chapters obtained newspaper publicity, including 156 news stories, 21 feature stories, 37 ads, 17 editorials, 41 pictures, 42 items in

house organs, church papers and labor papers, and 4 obtained spot announcements on radio in one form or another. 28 chapters had radio programs, including 42 sustaining programs and 9 programs on bought time. 13 chapters had TV programs. 7 of these showed "King's X."

An annual yearbook of credit union statistics and information was started by the department. We have printed 50,000 copies, and are distributing them to credit unions and credit union leaders, to libraries, to legislators, and to a wide field of opinion makers.

The Public Relations Department has worked with UNESCO, CARE, and F.O.A. We are now a full-fledged member of CARE.

Conferences were arranged with various department heads of F.O.A., representing missions to Europe, Latin America, Middle East and Far East.

At the present time there are two persons from the Philippines in the United States under the F.O.A. program for the sole purpose of studying the organization, operation, supervision, and examination of credit unions.

We aim to issue close to one news release each week. A news release about Father Ganey's credit union work in the Fiji Islands sparked the article in BUSINESS WEEK magazine.

We have prepared articles for THE CREDIT UNION BRIDGE.

We worked with MANAGE-

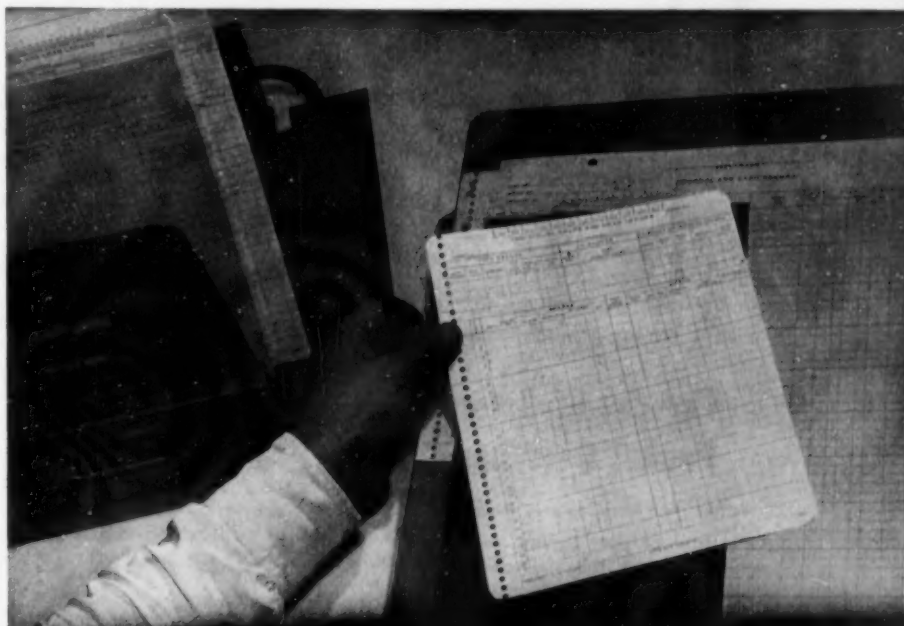
Simplified System

Saves Time

Accurate

Daily Proof

Economical



CUNAPOST System

Three entries: one writing

CUNAPOST

CUNA'S new posting board. Machine speed and accuracy, at a fraction of machine cost. In one writing you complete three entries: 1. in member's passbook or statement; 2. in member's

ledger card; and 3. in the journal and cash record. You have a daily proof of postings. You cut posting and record keeping time in half.

Order now from

CUNA SUPPLY COOPERATIVE, Madison 1, Wis.; Hamilton, Ontario

July, 1954

25

MENT METHODS, KNITTER MAGAZINE, THE WALL STREET JOURNAL, BUSINESS WEEK, KIPLINGER MAGAZINE, and the editors of numerous house organs on feature credit union articles that have been of priceless value to credit unions.

Management Manuals: We helped prepare comprehensive presentations of the values of cre-

dit unions to management and how they may be obtained, for The Handbook of Industrial Relations, published by the Dartnell Corporation; and for the personnel handbook published by Prentice-Hall.

POP Bulletins have been used as occasion appeared to warrant to inform or advise credit union chapters and leagues, so as to help them with their public relations.

School for Credit Union Personnel

This is our first attempt at a formal educational program in a manner that will enable people to take positions of leadership in credit union affairs. We have obtained the cooperation of what we feel is a stellar faculty. The position of the University of Wisconsin in the academic world cannot help but lend prestige and value to our program. We have received nearly 100 inquiries regarding the course.

Taxation

Two bills are pending before the National Congress which would provide for the taxation of credit unions. Bill H.R. 1988 was introduced in the House of Representatives, First Session, 83rd Congress by Mr. Davis of Tennessee on January 22, 1953 and Bill H.R. 1559 was introduced in the House of Representatives, First Session, 83rd Congress by Mr. Mason of Illinois on January 13, 1953. The above bills were referred to the House Committee on Ways and Means. They have been vigorously opposed by this office and members of the House Ways and Means Committee considering these bills have received letters and telegrams of protest from the credit union people in their respective states.

CUNA Mutual Insurance Society

Your life insurance company experienced its most successful year as revealed in the 1953 Annual Report recently mailed you. Coverage in force increased almost one-half billion causing CUNA Mutual to jump eight positions, from 44th to the 36th largest life insurance company in the Western Hemisphere. Favorable mortality experience warranted the payment of 2½ million dollars in dividends to policyholders—an increase of one million over 1952's record breaking dividend.

Prompt and equitable claim payment—one each four minutes of the working day—resulted in over

100,000 credit union families receiving more than 26 million dollars in claim benefits alone since organization.

1954 to date reveals an ever increasing number of credit unions providing their members with CUNA Mutual services to best meet their insurable needs. Most gratifying is the enthusiastic reception being given the film strip, "It's Your Story," being shown in licensed areas. It has already proven itself an effective sales medium at area, chapter and league annual meetings, as well as individual credit union board and membership meetings.

Most encouraging is the increase in our individual life sales. March was our first "million dollar month" and our life counselling service is being swamped with requests for credit union family insurance programming.

CUNA in Canada

CUNA Bonding Services: 1,177 bonds were in effect in Canada as of February 28, 1954. The total coverage, \$10,176,500.

CUNA Bonding Services have had fifty-five claims.

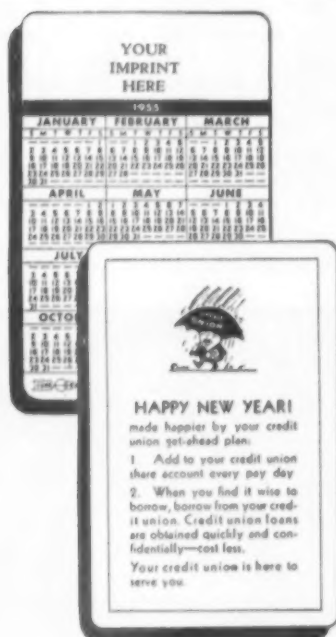
The CUNA Automobile Insurance Program is now in operation in the provinces of Manitoba and New Brunswick.

CUNA Supply Cooperative: The year ending February 28, 1954, saw 5,621 shipments, for a net total of \$69,312.41 from the Canadian Branch, an increase of 15.65% over the previous year.

CUNA Mutual Insurance Society: Continued expanding, with total coverage at December 31, 1953 of \$172,176,603.

Bureau of Federal Credit Unions

Since the meeting of this National Board in Atlantic City in May 1953, Mr. J. Deane Gannon has been appointed Director of the Bureau of Federal Credit Unions. Mr. Gannon has been in attendance at each of our Executive Board Meetings during the past year. He has sincerely demonstrated a willingness to cooperate with the Credit Union National Association in every possible way. I know this is not news to you. I simply mention it because I believe you would like to join with me in expressing our gratitude to Mr. Gannon for the wholehearted cooperation and support he has given to us and to the credit union movement.



The Credit Union Pocket Calendar

Better than ever, sooner than ever!

Be sure of your supply. Avoid last minute rush and delay. Order now.

We'll fill orders in order received, at no increase in price over last year, as long as our supply lasts.

Let us know how many you want. If you want us to imprint your credit union name and address (and most do), spell out carefully three or four short lines of imprint copy. We'll go right to work on your order, or merely quote price. Just say which you want us to do.

Order from your league supply department or

CUNA Supply Cooperative
Madison 1, Wis. Hamilton, Ont.

Owned and operated by credit unions through their leagues.

For the Sake of Those in the Back Seat

Now is the time that thousands of American families will load up the family car and take to the highways. Short trips, long trips, traveling to new places over unfamiliar and sometimes hazardous roads are all part of the great American adventure known as "vacation time".

Just about everything, even to the conditioning of the automobile is planned for days and weeks ahead. We say "just about everything", because all too frequently one of the most important items is overlooked. That item is "ADEQUATE AUTOMOBILE INSURANCE PROTECTION" for yourself and your family.

This doesn't mean, of course, that vacation time is the only time to make certain that you have the coverages you need. You and your family need this protection the year around. However, this is most certainly an excellent time to take inventory of your automobile insurance needs and to know positively that you have what you need.

Isn't it only good common sense to protect yourself against possible financial ruin in case you do injure someone, or damage someone's property?

To assist you in making an inventory of your automobile insurance needs we suggest that you study carefully the basic coverages listed here.

BODILY INJURY and PROPERTY DAMAGE — protects you against claims for bodily injuries to — or death of — others and against claims for damages to the property of others. This coverage protects your right to drive, your savings and your future earnings.

MEDICAL PAYMENTS COVERAGE — provides medical and hospital expenses for yourself, your family and guests in your car or any car you are driving. The cost of this coverage is small and the need for it is great.

COLLISION COVERAGE — is available in various forms. It covers your car in case it is damaged in a collision with another car or object, or is accidentally upset. Your insurance advisor can give you the details.

COMPREHENSIVE COVERAGE — covers your car for damages except by collision or upset. This includes glass breakage, loss due to falling objects or missiles, fire, theft, explosion, earthquake, windstorm, water damage, vandalism or riot.

Now that you've read this far, **REMEMBER** just one thing more. **ADEQUATE PROTECTION COSTS LITTLE MORE THAN DOUBTFUL PROTECTION.** Check your policy carefully, and if in doubt check **NOW** with your insurance advisor and be prepared to enjoy real peace of mind not only during vacation time, but all year 'round as well, **FOR THE SAKE OF THOSE IN THE BACK SEAT.**

Write now for complete information

CUNA Automobile Insurance Program

P. O. Box 431, Madison, Wisconsin



"Mr. Treasurer, Does your Credit Union have a shock absorber?"

Has it ever been your job to tell a member's widow that she must pay up an overdue loan left by her husband? It's a pretty difficult thing to do . . . especially when her money already is spread thin. Loan payment money is now needed for life's necessities as groceries, medical expenses, shoes for the kids, the endless stream of bills.

- ● ● And YOU, Mr. Treasurer, are the one to take this money from her unless . . . your credit union has a shock absorber —

Loan Protection Insurance!

When a credit union family can't make regular loan payments because of death or total and permanent disability of the bread winner this, Mr. Treasurer, is where credit union Loan Protection insurance comes in! It pays up the loan balance of an insured member and delinquent interest up to six months in case of his death or total and permanent disability.

- ● ● **LOAN PROTECTION INSURANCE** absorbs the risk — the worry — the unpleasantness of requesting hard-earned loan payments.

LOAN PROTECTION INSURANCE gives members peace of mind — security — a helping hand!

CUNA Mutual Insurance Society

Madison, Wisconsin • Hamilton, Ontario

Credit Union Owned and Controlled



**. . . Write today
for more details!**

Fill in and mail now.

CUNA Mutual Insurance Society

Madison, Wisconsin

• Hamilton, Ontario

Please send me more details about Loan Protection insurance for my credit union, without obligation.

My name

Credit Union

Address

City

state or province 7-34